ORDER

Orders Order / Rev: 702240 - 2 06252730 Alt Order #: AMERICAN CORSSROADS Product Desc: Estimate: 693 10/16/12 - 10/22/12 Flight Dates: Primary AE: Aaron Ashe Sales Office: Original Date / Rev: 07/25/12 / 09/25/12 T-WAS Order Type: Political Sales Region: NAT Crossroads Media/ POL Name: Agency **Buying Contact:** Emily Milhoan Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 66 Canal Center Plaza Suite 500 Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser **American Crossroads** Name: Demographic: A35+ New Business Thru: **Product Codes:** IS-Candidate/Presidential 00:15:00 Order Separation: Priority: P-2 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Totals

Bill Plan

DIII FIAII				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	81	\$116,600.00	\$99,110.00

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	81	\$116,600.00	\$99,110.00	0.00
Totals	81	\$116,600.00	\$99,110.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len :	Spots	Rate Pri	Rtg Type	Spots	Amount
E 1 WT	SP 10/22/1	2 10/22/12	5-530a	CM	5-530a	M	- :30	1	\$400.00 P-2	0.00 NM	1	\$400.00
			5-530a 10 News									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/22/12	10/28/12	M	1	\$400.00	0.00						
E 2 WT	SP 10/16/1	2 10/19/12	5-530a	CM	5-530a	- TWTF-	- :30	3	\$400.00 P-2	0.00 NM	3	\$1,200.00
			5-530a 10 News									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/15/12	10/21/12	- TWTF	3	\$400.00	0.00						
E 3 WT	SP 10/22/1	2 10/22/12	530-6a	CM	530-6a	M	- :30	1	\$600.00 P-2	0.00 NM	1	\$600.00
			530-6a 10 News									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	10/22/12	10/28/12	M	1	\$600.00	0.00						
E 4 WT	SP 10/16/1	2 10/19/12	530-6a	CM	530-6a	- TWTF-	- :30	3	\$600.00 P-2	0.00 NM	3	\$1,800.00
			530-6a 10 News									
	Start Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week:	10/15/12	10/21/12	- TWTF	3	\$600.00	0.00						
E 5 WT	SP 10/22/1	2 10/22/12	M-F 6-7a	CM	6-7a	M	- :30	1	\$700.00 P-2	0.00 NM	1	\$700.00
			6-7a 10 News									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	10/22/12	10/28/12	M	1	\$700.00	0.00						
E 6 WT	SP 10/16/1	2 10/19/12	M-F 6-7a	CM	6-7a	- TWTF-	- :30	3	\$700.00 P-2	0.00 NM	3	\$2,100.00
			6-7a 10 News									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	10/15/12	10/21/12	- TWTF	3	\$700.00	0.00						

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Order / Rev: 702240 - 2 Advertiser: American Crossroads

Alt Order #: 06252730 Product Desc: AMERICAN CORSSROADS WTSP-TV

Flight Dates: 10/16/12 - 10/22/12 Estimate: 693

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
E 7 WTSP	10/22/1	2 10/22/12	CBS This Morning		7-9a (7:00 AM-8:	M	- :30	1	\$800.00 P-2	0.00 NM	1	\$800.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2 E 8 WTSP		10/28/12 2 10/19/12	M CBS This Morning	1 CM	\$800.00 7-9a	0.00 - TWTF-	- :30	4	\$800.00 P-2	0.00 NM	4	\$3,200.00
			CBS This Morning	g	(7:00 AM-8:		.00	·	ψοσσίσο: Ξ	0.00	·	ψο,Ξου.συ
Star Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$800.00	Rating 0.00						
E 9 WTSP	10/22/1	2 10/22/12	CBS This Morning		7-9a	M	- :30	1	\$800.00 P-2	0.00 NM	1	\$800.00
Star	rt Date	End Date	CBS This Morning Weekdays	g Spots/Week	(8:00 AM-9: Rate	:00 AM) Rating						
Week: 10/2	22/12	10/28/12	M	1	\$800.00	0.00						
E10 WTSP	10/16/1	2 10/19/12	CBS This Morning		7-9a (8:00 AM-9:	- TWГF- :00 AM)	- :30	4	\$800.00 P-2	0.00 NM	4	\$3,200.00
	rt Date	End Date	Weekdays - TWTF	Spots/Week	Rate	Rating						
Week: 10/		10/21/12 2 10/22/12	M-F 9-930a 10 Ne	ews, 9a@M	\$800.00 9-9:30A	0.00 M	- :30	1	\$400.00 P-2	0.00 NM	1	\$400.00
			10 News, 9am		.	5						
Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	Rate \$400.00	Rating 0.00						
E 12 WTSP	10/16/1	2 10/19/12		ews, 9a@M	9-9:30A	- TWF-	- :30	4	\$400.00 P-2	0.00 NM	4	\$1,600.00
Star	rt Date	End Date	10 News, 9am Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- TWTF	4	\$400.00	0.00			#4 000 00 D 0	0.00.004	,	#4 000 00
E13 WTSP	10/22/1	2 10/22/12	Price Is Right Price Is Right	СМ	11a-12p	M	- :30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
Star Week: 10/2	rt Date	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week	Rate \$1,800.00	Rating 0.00						
E 14 WTSP			Price Is Right	CM	11a-12p	- TWFF-	- :30	4	\$1,800.00 P-2	0.00 NM	4	\$7,200.00
Cto	rt Doto	End Data	Price Is Right	Cnoto/Mook	Data	Dating						
Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$1,800.00	Rating 0.00						
E15 WTSP	10/22/1	2 10/22/12	M-F 12-1230p 10 News @ Noon	СМ	12-1230p	М	- :30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2 E 16 WTSP		10/28/12	M M-F 12-1230p	1 CM	\$1,800.00 12-1230p	0.00 - TWTF-	- :30		\$1,800.00 P-2	0.00 NM	4	\$7,200.00
L 10 WISF	10/10/1	2 10/19/12	10 News @ Noon		12-1230p	- 1 WII'-	30	4	φ1,000.00 F-2	U.UU INIVI	4	\$7,200.00
Star Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$1,800.00	Rating 0.00						
E 17 WTSP			Y&R	CM	1230-130p	M	- :30	1	\$2,200.00 P-2	0.00 NM	1	\$2,200.00
Star	rt Date	End Date	Young and the Re Weekdays	estless Spots/Week	Rate	Rating						
Week: 10/2	22/12	10/28/12	M		\$2,200.00	0.00						
E 18 WTSP	10/16/1	2 10/19/12	Y&R Young and the Re	CM estless	1230-130p	- TWF-	- :30	4	\$2,200.00 P-2	0.00 NM	4	\$8,800.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ E19 WTSP		10/21/12 2 10/22/12	- TWTF M-F 2-3p	CM	\$2,200.00 2-3p	0.00 M	- :30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
			The Talk				.00		ψ., <u>2</u> 00.00. <u>2</u>	0.00	·	ψ.,=00.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$1,200.00	Rating 0.00						
E 20 WTSP			•	СМ	2-3p	- TWF-	- :30	4	\$1,200.00 P-2	0.00 NM	4	\$4,800.00
Star	rt Date	End Date	The Talk Weekdays	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	- ТWГF	4	\$1,200.00	0.00			A.			^ .
E 21 WTSP	10/22/1	2 10/22/12	M-F 5-530p 5-530p 10 News	СМ	5-530p	M	- :30	1	\$1,100.00 P-2	0.00 NM	1	\$1,100.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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Order / Rev: 702240 - 2 Advertiser: American Crossroads

Alt Order #: 06252730 Product Desc: AMERICAN CORSSROADS WTSP-TV

Flight Dates: 10/16/12 - 10/22/12 Estimate: 693

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 21 WTSP	10/22/1	2 10/22/12	M-F 5-530p 5-530p 10 News	СМ	5-530p	M	- :30	1	\$1,100.00 P-2	0.00 NM	1	\$1,100.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	Rate \$1,100.00	Rating 0.00						
E 22 WTSP	10/16/1	2 10/19/12	M-F 5-530p 5-530p 10 News	СМ	5-530p	- TWTF-	- :30	4	\$1,100.00 P-2	0.00 NM	4	\$4,400.00
Star Week: 10/	rt Date 15/12	End Date 10/21/12	Weekdays - TWTF	Spots/Week 4	Rate \$1,100.00	Rating 0.00						
E 23 WTSP	10/22/1	2 10/22/12	M-F 530-6p 10 News at 530p	СМ	530-6p	M	- :30	1	\$1,100.00 P-2	0.00 NM	1	\$1,100.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	Rate \$1,100.00	Rating 0.00						
E 24 WTSP	10/16/1	2 10/19/12	M-F 530-6p 10 News at 530p	СМ	530-6p	- TWTF-	- :30	4	\$1,100.00 P-2	0.00 NM	4	\$4,400.00
Star Week: 10/	rt Date 15/12	End Date 10/21/12	Weekdays - TWTF	Spots/Week 4	Rate \$1,100.00	Rating 0.00						
E 26 WTSP	10/16/1	2 10/19/12	M-F 6-630p 6-630p 10 News	СМ	6-630p	- TWTF-	- :30	4	\$2,000.00 P-2	0.00 NM	4	\$8,000.00
Star Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$2,000.00	Rating 0.00						
E 27 WTSP	10/22/1	2 10/22/12	CBS Evening New CBS Evening New		630-7p	M	- :30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	Rate \$2,000.00	Rating 0.00						
28 WTSP	10/16/1	2 10/19/12	CBS Evening New CBS Evening New		630-7p	- TWTF-	- :30	2	\$2,000.00 P-2	0.00 NM	2	\$4,000.00
Star Week: 10/	rt <u>Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> W-F	Spots/Week 2	Rate \$2,000.00	Rating 0.00						
E 29 WTSP	10/22/1	2 10/22/12	LN (M-F) LN (M-F)	СМ	M-F 11-1135	р М	- :30	1	\$4,000.00 P-2	0.00 NM	1	\$4,000.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$4,000.00	Rating 0.00						
30 WTSP	10/16/1	2 10/19/12	LN (M-F) LN (M-F)	СМ	M-F 11-1135	p - TWTF-	- :30	4	\$4,000.00 P-2	0.00 NM	4	\$16,000.00
Star Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$4,000.00	Rating 0.00						
31 WTSP	10/22/1	2 10/22/12	Letterman Late Night with D	CM avid Letterma	1135p-1237a n	M	- :30	1	\$1,400.00 P-2	0.00 NM	1	\$1,400.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	Rate \$1,400.00	Rating 0.00						
E32 WTSP	10/16/1	2 10/19/12	Letterman Late Night with D	CM avid Letterma	1135p-1237a n	- TWTF-	- :30	4	\$1,400.00 P-2	0.00 NM	4	\$5,600.00
Star Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$1,400.00	Rating 0.00						
E33 WTSP	10/20/1	2 10/20/12	Sat 8-10a CBS This Mornin	CM g Saturday	Sat 8-10a	S	5- :30	1	\$600.00 P-2	0.00 NM	1	\$600.00
Star Week: 10/	rt Date 15/12	End Date 10/21/12	Weekdays S-	Spots/Week 1	Rate \$600.00	Rating 0.00						
E34 WTSP	10/20/1	2 10/20/12	Gators Special Gators Special	СМ	Gators Specia	alS	S- :30	2	\$1,100.00 P-3	0.00 NM	0	\$0.00
Week: 10/		End Date 10/21/12	Weekdays S-		Rate \$1,100.00	Rating 0.00						
1 WTSP			escription Sators Special		t/End Time ors Special		Weekdays Sa		ngth Rate :30 (\$1,100.00)	Rtg Type 0.00 NM		
[mg	edited I lines 39	-	Catara Cassi-1	0.41	oro Chasial		C		-20/\$4 400 001	0.00 144		
Cre	10/15/12 edited lines 39		Sators Special	Gato	ors Special		Sa		:30 (\$1,100.00)	U.UU INIVI		
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Order / Rev: 702240 - 2 Advertiser: American Crossroads

Alt Order #: 06252730 Product Desc: AMERICAN CORSSROADS WTSP-TV

Flight Dates: 10/16/12 - 10/22/12 Estimate: 693

35 WTSP 10/20/12 10/20/12 Sat Prime C CM Sat 10-11pS- :30 1 \$6,000.00 P-2 0.00 NM 1 48 Hours Mystery	\$6,000.00
48 Hours Mystery ■	
-to Flour's Mysicity	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/15/12 10/21/12S- 1 \$6,000.00 0.00	
E 36 WTSP 10/21/12 10/21/12 CBS Sunday Morning CM Sun 9-1030aS :30 1 \$2,000.00 P-2 0.00 NM 1	\$2,000.00
CBS Sunday Morning	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/15/12 10/21/12S 1 \$2,000.00 0.00	
38 WTSP 10/22/12 10/22/12 M-F 6-630p CM 6-630p M :30 1 \$2,000.00 P-2 0.00 NM 1	\$2,000.00
6-630p 10 News	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/22/12 10/28/12 M 1 \$2,000.00 0.00	
N39 WTSP 10/20/12 10/20/12 Sat 7-730p CM Sat 7-730pS- :30 1 \$800.00 P-3 0.00 NM 1	\$800.00
Wheel of Fortune	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/15/12 10/21/12S- 1 \$800.00 0.00	
N40 WTSP 10/20/12 10/20/12 Sat 730-8p CM Sat 730-8pS- :30 1 \$800.00 P-3 0.00 NM 1	\$800.00
Jeopardy	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/15/12 10/21/12S- 1 \$800.00 0.00	
N41 WTSP 10/20/12 10/20/12 Sat 8-10a CM Sat 8-10aS- :30 1 \$600.00 P-2 0.00 NM 1	\$600.00
CBS This Morning Saturday	*
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/15/12 10/21/12S- 1 \$600.00 0.00	

Totals 81 \$116,600.00